



**DEPARTMENT OF THE ARMY**  
**HEADQUARTERS, ARMY SUPPORT ACTIVITY**  
**JOINT BASE MCGUIRE-DIX-LAKEHURST**  
**5417 ALABAMA AVENUE**  
**FORT DIX, NEW JERSEY 08640-5000**

REPLY TO  
ATTENTION OF :

IMNE-DIX-PAI

8 March 2010

**MEMORANDUM FOR SEE DISTRIBUTION**

**SUBJECT: Army Support Activity Policy Memorandum #21 - Interactive Customer Evaluation (ICE) Policy**

1. This policy memorandum supersedes Installation Command Policy Memorandum #39 - Interactive Customer Evaluation (ICE) Policy, dated 30 January 2009.
2. **APPLICABILITY:** This policy governs the purpose and use of the Army Support Activity (ASA) Dix ICE Web site and applies to all service providers, managers, directorates and organizations associated with providing customer service to ASA Dix and the surrounding military community.
3. **PURPOSE:** The purpose of this memorandum is to define installation/community policy covering applicability, implementation, responsibilities, and maintenance of the ASA Dix ICE Program. The ICE Web site is an Internet accessible site designed to allow immediate customer feedback to service provider managers on ASA Dix. ICE integrates customer feedback for all service provider areas allowing the installation to implement, sustain, report, and improve services from one system on ASA Dix.
4. **IMPLEMENTATION:** The ICE Web site will allow immediate customer feedback to all service providers; obtain suggestions in improving the quality of service to all constituent groups (Soldiers, Retirees, Veterans, DoD Civilians and Family Members); and identify issues affecting their well-being. The ICE site can be accessed from any computer terminal or kiosk with Internet access.
  - a. The automated customer feedback system will immediately generate an electronic customer comment to the service provider manager.
  - b. Provide immediate input on the satisfaction level of the service provider to managers, directors, garrison, and organizational commanders.
  - c. Provide immediate feedback ratings on facility appearance, employee/staff attitude, timeliness of service, hours of service, and whether or not the product met the needs of the customer for each service provider area.
  - d. Allow immediate reporting of customer satisfaction for use on the services received assessments that affect Army Performance Improvement Criteria (APIC) and the Organizational Self Assessment (OSA).

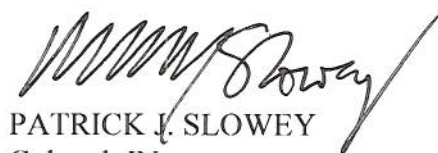
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e. Promote the use of the ASA Dix ICE Site to provide a positive customer/service provider relationship.

5. Garrison and Organization Commanders will monitor the ICE Site and evaluate service provider performance. Promote the use of the Fort Dix ICE Site to maintain standard levels of quality service.

6. POC is Mrs. Tiffany L. Colby, ICE Site Administrator, ASA Dix, COMM 609-562-2261, DSN 562-2261.



PATRICK J. SLOWEY  
Colonel, IN  
Commanding

Distribution:

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